

## **SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR COMMODITIZING THE DELIVERY OF PROMOTIONS**

### **ABSTRACT**

A system, method and article of manufacture are provided for delivering a promotional offer. A request is received for delivery of a promotional offer for a product to a plurality of users. Users are selected to receive the promotional offer based on input by the users of a product identifier of the product. The promotional offer is sent to the  
5 selected users. A fee is charged for each promotional offer sent.